

**AGENDA ITEM:** Public Awareness

**GENERAL OVERALL PROGRAM UPDATE:**

**BACKGROUND:**

The ad hoc Public Awareness committee was established via the Board's February planning session to accomplish two public awareness objectives:

**Goal B, Objective 3:** By the June 2001 Board meeting, the ad hoc Public Awareness Committee, in conjunction with the staff liaisons, will identify and present at least two LoC services that need to be promoted and ways of promoting them.

**Goal B, Objective 4:** By the August 2001 Board meeting, the ad hoc Public Awareness Committee, working with the CSL Information Officer, will ensure that LoC Board business cards will include the LoC mission statement (on the back of card).

This new ad hoc committee will first meet at the April 2001 Board meeting.

**CURRENT STATUS:**

For objective 3, staff liaisons to Board committees have added this task to their workload. They will provide to the staff liaison for the ad hoc Public Awareness committee, by April 30, 2001, the names of at least two LoC services that need to be promoted. At that point, the committee can begin identifying ways of promoting these services and develop recommendations for the Board on priorities for the timing of promotion of the different services.

For objective 4, a cost estimate has been requested for the pricing of adding the mission statement to the back of the Board's business cards. This estimate will be shared with the committee as soon as it is received. Following recommendations by the committee and final decision by the Board, these cards can be ordered either immediately or as Board member's require a new supply of cards, whichever the Board wishes.

The Board President has requested that should the committee recommend that this ad hoc committee become a standing committee of the Board, it should also develop a draft charge for consideration by the President and the Board no later than the June 2001 meeting.

Relevant Committee: ad hoc Public Awareness

Staff Liaison: Liz Gibson